

Press release

Morita in Europe expands board and increases sales activities

Dietzenbach, Germany, January 2024. J. MORITA EUROPE GMBH is starting the year with a targeted optimization of its organization structure by introducing a dual management team in sales and expanding the Management Board. These proactive steps are intended to strengthen the proximity to the customer and furthermore develop the position of MORITA as a valuable partner. Sven Kölsch, previously Senior Market Development Manager Small Equipment, will become the second Director of Sales and will assume central management responsibilities in the Management Board together with Markus Otto, Markus Pein and Jürgen R. Fleer.

With effect from 1 January, 2024, J. MORITA EUROPE GMBH has expanded its Management Board to four members. Sven Kölsch, Senior Market Development Manager Small Equipment at MORITA, since 2021, strengthens the management team as the second Director of Sales. Markus Pein, Director of Marketing, additionally assumes the responsibility for the Technical Service area and the MORITA academy. In Sales, Markus Otto will continue to be responsible for the D-A-CH region, with a high turnover, as well as Southern and Eastern Europe. Sven Kölsch will take over the regions in Northern Europe and France.

Employees develop market opportunities

Since the beginning of 2023, employees of J. MORITA EUROPE GMBH have already been working proactively and across all departments on the future orientation of the company. The aim is the development of attractive market opportunities, the definition and addition of new services, the extension of the range of solutions based on collaborations, and also the development of new working methods. Under the mentorship of the Management Board members, three teams have been formed as Centers of Excellence (CoE). Markus Pein has assumed the

mentorship for the treatment unit area, Markus Otto for the imaging systems and Sven Kölsch for the small equipment area.

General Manager Jürgen R. Fleer explains the strategic and structural measures:

“At MORITA, we constantly ask ourselves, what sustains us as a company? Our Japanese roots play a very important role. Respect, harmony and community have a very high significance. These principles are also reflected in the values of J. MORITA EUROPE GMBH. We provide impetus by developing visions and making them become reality – while trusting in people. We live valuable relationships, think long-term, act sensibly and therefore responsibly for future generations. With the new Management Board, we are supported by our purpose and vision, to further refine the strategy for our market development in Europe and thus lead it to success.”

Sven Kölsch focuses on people, markets and strategy

“I’m very pleased to be able to use my extensive experience in managing international markets in the dental and medical industry to push ahead and expand the strategic and operational topics as a member of the Management Board and as Director of Sales. With the new realignment of the board we complement each other well and are therefore more effective in implementation. Our aim is a stronger market presence, not only on the basis of the product, but also based on what MORITA stands for: people, partnership, culture and history.”

Markus Otto wants to strengthen customer support on-site

“In a growing and ever more complex business, I have been responsible for the entire sales and large parts of service. With the reorganization of our core areas, I can once again cooperate more closely with our customers and partners, and together with my team, push ahead our CoE imaging. The development of meaningful, strategic partnerships is particularly important to me. Sven and I see ourselves as sparring partners in sales with the same goals: to focus more on sales and spend more time on site with customers. Together we are a strong team.”

Markus Pein positions Morita in Europe as a service company

“In order to be permanently successful, it is our primary goal to successfully position J. MORITA EUROPE GMBH on the market with an outstanding service to continually develop our service portfolio and to expand it sustainably. We use our marketing for contemporary analogue and digital communication and consider ourselves as ambassadors for the MORITA brand in Europe. With my expertise and many years of experience in the retail and service sectors I am particularly committed, within my area of responsibility, to provide strong technical support and service. I will also provide unique and excellent training opportunities with the MORITA academy. At the same time, I want to support our customers throughout their entire professional lives on the base of trust and reliability.”

Further information about J. MORITA EUROPE GMBH is available at
www.morita.de/en

Figure:



Fig.: The new Management Board of J. MORITA EUROPE GMBH - from left to right - Markus Otto, Sven Kölsch, Markus Pein, Jürgen R. Fleer

**About Morita:**

The Morita Group is one of the leading manufacturers of medical technical products. The traditional Japanese company, with sales companies in Europe, USA, Brazil, Australia and Africa, provides a wide range of products. Leading the way in X-ray diagnosis and endodontics, the product portfolio offers high-performance imaging systems, including 3D volume tomography, treatment units, turbines, straight and contra-angle handpieces, instruments, and endodontic measuring and preparation systems. With a great emphasis on quality and continuous research, over 2,000 employees worldwide focus on the needs of users and dentists. In this way the spirit of Junichi Morita, who founded the company in 1916, lives on. Morita, now in its third generation of family ownership, is under the management of Haruo Morita.